

QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

<input checked="" type="checkbox"/>	January - March	1999
<input type="checkbox"/>	April-June	19 ____
<input type="checkbox"/>	July-September	19 ____
<input type="checkbox"/>	October-December	19 ____

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

KDND-FM ISSUE-RESPONSIVE PROGRAMMING

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES / PROGRAMS LIST

EDUCATION

Issue: Sacramento Region's Natural & Cultural History
Program: Public File
Date: January 3, 1999
Time: 5:30A-6:00A

Description: This regional nature center and 77 acre nature study area has a special emphasis on the natural and cultural history of the Sacramento region. The center features live animals, an exhibit hall and nature trails with guided and self-guided tours. Special lectures and workshops include hikes on the American River Parkway, Habitat Improvement, bird watching, studying pioneer quilts, and learning about the Native American tribes who once lived in the area.

Issue: Entertainment & Education Opportunities for the Underprivileged
Program: Public File
Date: January 10, 1999
Time: 5:30A-6:00A

Description: The organization provides free entertainment, arts, education and exciting recreational and cultural opportunities to over 70,000 underprivileged people each year. The Bass Ticket Foundation serves underprivileged children, teens and adults in recovery, mentally and physically challenged children and adults, low income seniors and other people in need. The Foundation also sponsors programs to encourage at-risk kids to stay in school and to provide underprivileged children with fun and healthy opportunities to enjoy themselves.

Issue: Job Shadowing
Program: Public File
Date: January 17, 1999
Time: 5:30A-6:00A

Description: On Groundhog Day, February 2, students throughout the United States will spend part of their day in the workplace "shadowing" an employee as he or she goes through a normal day on the job. Locally, over 1200 students participated in last year's event at more than 75 companies in the Sacramento area. By participating in the event, companies give young people the chance to learn first hand what the world of work is like. In addition, students learn how the skills they learn in school are put into action in the workplace.

Issue: Youth Mentoring Through Golf
Program: Public File
Date: January 24, 1999
Time: 5:30A-6:00A

Description: The Sacramento Area Youth Golf Association supports, promotes, and develops affordable golf programs for the citizens of Sacramento. Their youth programs seek to create, maintain, and enhance an environment that develops responsible, productive community citizens and leaders through teaching golf's values and beliefs. Mentoring programs include opportunities for underprivileged youth to caddy for and golf with members of various private golf courses in the area.

ISSUES / PROGRAMS LIST

EDUCATION (Cont'd)

Issue: California's Newest Museum
Program: Public File
Date: January 24, 1999
Time: 5:30A-6:00A

Description: The Golden State Museum features California's past, present and promise for the future. Displays of authentic documents, three-dimensional artifacts, newsreels, films, holograms and a range of state of the art hands-on technology combine to explore individual accounts of history. The four major galleries feature California people, politics, places and future entrepreneurial promise. California's past and present environment, transportation systems, and economies are also among the areas covered.

Issue: Coast Guard
Program: Public File
Date: January 31, 1999
Time: 5:30A-6:00A

Description: Through more than 200 years of war and peace, the Coast Guard has protected America's interests. At home, they stop drugs, illegal immigration and pollution. Around the world, they help emerging nations build their own coast guards. Benefits include a steady income, educational opportunities, money for college, advancement, training, healthcare, life insurance, and tax breaks. Specialized skill opportunities range from administration to telecommunications. Skills learned in the Coast Guard can help advance civilian career.

ISSUES / PROGRAMS LIST

ECONOMY

Issue: Cremation
Program: Public File
Date: February 28, 1999
Time: 5:00A-5:30A

Description: According to the Funeral Trade Commission, the funeral is the third largest single expenditure many consumers have to make, after a home and a car. The funeral industry in America is approximately a \$10 billion a year business. Currently more than 200,000 people die in California each year and about 40% are cremated for a fraction of the cost of a burial. A new state law now allows the scattering of human ashes on private or public land with the owner's permission. The state outlawed such practices in 1985, but many people were violating the law because it was more important to them to lay their loved ones to rest in a special family place.

Issue: State & Local Commercial and Residential Building
Program: Public File
Date: March 28, 1999
Time: 5:00A-5:30A

Description: The guest discussed how the local and state economy has a direct effect on the building industry. Among the current concerns in the building industry is a labor shortage. The guest believes young people need to know that construction is an honorable profession that pays well, and that training programs should be more available/accessible. When labor shortage is an issue, maintaining building quality standards becomes an issue as well. One largely untapped work force is women in construction. The guest also discussed how the building industry works with environmental concerns and anti-growth sentiments. Also mentioned the Association's "Home Aid Sacramento" which builds shelters for organizations that need additional space for people in a transitional living situation.

ISSUES / PROGRAMS LIST

GOVERNMENT

Issue: Coast Guard
Program: Public File
Date: January 31, 1999
Time: 5:30A-6:00A

Description: Through more than 200 years of war and peace, the Coast Guard has protected America's interests. At home, they stop drugs, illegal immigration and pollution. Around the world, they help emerging nations build their own coast guards. Benefits include a steady income, educational opportunities, money for college, advancement, training, healthcare, life insurance, and tax breaks. Specialized skill opportunities range from administration to telecommunications. Skills learned in the Coast Guard can help advance civilian career.

Issue: Electronic Tax Filing
Program: Public File
Date: February 21, 1999
Time: 5:00A-5:30A

Description: The guest pointed out that law changes are bringing good news to lots of tax filers. In addition, more and more Californians are taking advantage of electronic filing. E-filing is accurate, with almost immediate confirmation and more quickly processed refunds. Additional benefits for e-filers include direct deposit of refunds and for those who owe, e-pay withdraws funds from a filer's bank account. Some software companies are offering free e-file services for their customers.

Issue: Y2K Readiness
Program: Public File
Date: March 28, 1999
Time: 5:30A-6:00A

Description: The guests explained what the year 2000 technology problem is and what may happen when the calendar changes on January 1, 2000. Individuals should prepare for limited duration localized failures of services and infrastructure rather than the apocalypse. The type of and number of failures will vary geographically and cannot really be predicted. Sacramento County is focused on ensuring that all of its departments are ready to respond to any of the possible problems that could occur on 12/31/99. In addition, businesses and industries throughout the United States lead the world in year 2000 compliance efforts.

ISSUES / PROGRAMS LIST

HEALTH

Issue: Service for the Blind & Visually Impaired
Program: Public File
Date: January 10, 1999
Time: 5:00A-5:30A

Description: During the past 14 years, the organization has sought to strengthen services to the blind and visually impaired population residing in northern California. Their programs include volunteers who read the newspaper and other print materials to blind people, a blind awareness training program which educates the community on what it is like to be blind, an overseas braille project, blind bowling and baseball, independent living skills training, a travel club for visually impaired, and the blind computer users group of Sacramento.

Issue: American Heart Month
Program: Public File
Date: February 14, 1999
Time: 5:00A-5:30A

Description: American Heart Month is a time for all Americans to learn about, recognize and appreciate the strides the American Heart Association is making to reduce the deadly risks and consequences of cardiovascular disease. This year's theme, "Take Charge", conveys a two-pronged message. First, it challenges women to understand the cardiovascular disease is the number one threat to their overall health, encouraging them to learn the risk factors for heart disease and stroke and take action to eliminate all modifiable risk factors from their lives. It also addresses the AHA's growing concerns about the importance to cardiovascular health of patient compliance with prescription instructions, medical instructions and doctor directives.

Issue: AIDS Vaccine Testing
Program: Public File
Date: February 28, 1999
Time: 5:30A-6:00A

Description: Sacramento has been chosen as a test market for clinical trials of an HIV vaccine. Researchers believe the effort to develop a safe and effective vaccine against HIV/AIDS is a global imperative and of the highest priority. AIDS has already claimed nearly 12 million lives and another 30 million individuals are infected with HIV. By the year 2000, it is estimated that 50 million individuals will be infected with HIV and by 2010, the death toll could climb to 40 million. The "AIDSVAX" trial will eventually include 5,000 volunteers at high risk for HIV infection.

ISSUES / PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Sacramento Region's Natural & Cultural History
Program: Public File
Date: January 3, 1999
Time: 5:30A-6:00A

Description: This regional nature center and 77 acre nature study area has a special emphasis on the natural and cultural history of the Sacramento region. The center features live animals, an exhibit hall and nature trails with guided and self-guided tours. Special lectures and workshops include hikes on the American River Parkway, Habitat Improvement, bird watching, studying pioneer quilts, and learning about the Native American tribes who once lived in the area.

Issue: Shade Trees
Program: Public File
Date: January 31, 1999
Time: 5:00A-5:30A

Description: The Tree Foundation's mission is to improve the communities in which we live, work and play by inspiring people to plant and care for a healthy urban forest. The Tree Foundation's partnership with SMUD has planted over 167,000 shade trees with a goal of planting 500,000. The shade tree program is the cornerstone of an energy efficiency program to help SMUD meet all of Sacramento's growth needs for the next decade through investments in energy efficiency. The Foundation gives free shade trees and offers seminars in tree planting, pruning, soil choices and general tree care.

Issue: California Railways
Program: Public File
Date: March 7, 1999
Time: 5:00A-5:30A

Description: The guest discussed new train routes and upcoming links in the Sacramento area and throughout the state, including service between Sacramento and the San Joaquin Valley, and expanding Capitol service south to San Jose. Statewide, train ridership is up as commuters tire of sitting in bumper to bumper traffic and their idling vehicles pollute the air. Among the other unrecognized benefits or rail riding is the use of time on a train as work time. The guest also discussed the possibility of a high speed, 120 mile per hour rail project coming to California.

Issue: Winter Storm Preparedness
Program: Public File
Date: March 7, 1999
Time: 5:30A-6:00A

Description: The program is devoted to informing the public about how to prepare for harsh winter conditions and who to call in case of an emergency. The guest discussed home preparedness, emergency kits, important phone numbers, what to do in the event of flooding, power outages, and sandbag locations. She also talked about the importance of having an emergency plan within the home as well as between neighbors so that elderly or disabled neighbors will be taken care of in the event of an emergency evacuation.

ISSUES / PROGRAMS LIST

MINORITIES, WOMEN & AGING

Issue: Help for Impoverished Women
Program: Public File
Date: January 3, 1999
Time: 5:00A-5:30A

Description: Wellspring is a safe, reliable environment offering emotional support and acceptance in an atmosphere of hospitality, where women are treated with dignity to help them gain a sense of self-respect. A woman living in poverty is frequently overwhelmed by the worries of not enough food for her children, being another month behind on bills and waiting for many hours in welfare offices and clinics. The center serves morning meals to more than 300 women and children a week. Child care is provided while mothers take classes including citizenship, English as a second language, poetry and creative writing. The center is funded exclusively by private donations and run by volunteers.

Issue: American Heart Month
Program: Public File
Date: February 14, 1999
Time: 5:00A-5:30A

Description: American Heart Month is a time for all Americans to learn about, recognize and appreciate the strides the American Heart Association is making to reduce the deadly risks and consequences of cardiovascular disease. This year's theme, "Take Charge", conveys a two-pronged message. First, it challenges women to understand the cardiovascular disease is the number one threat to their overall health, encouraging them to learn the risk factors for heart disease and stroke and take action to eliminate all modifiable risk factors from their lives. It also addresses the AHA's growing concerns about the importance to cardiovascular health of patient compliance with prescription instructions, medical instructions and doctor directives.

Issue: Cremation
Program: Public File
Date: February 28, 1999
Time: 5:00A-5:30A

Description: According to the Funeral Trade Commission, the funeral is the third largest single expenditure many consumers have to make, after a home and a car. The funeral industry in America is approximately a \$10 billion a year business. Currently more than 200,000 people die in California each year and about 40% are cremated for a fraction of the cost of a burial. A new state law now allows the scattering of human ashes on private or public land with the owner's permission. The state outlawed such practices in 1985, but many people were violating the law because it was more important to them to lay their loved ones to rest in a special family place.

ISSUES / PROGRAMS LIST

CRIME

Issue: Seniors Volunteering with the Sheriff's Department
Program: Public File
Date: February 7, 1999
Time: 5:30A-6:00A

Description: The program is composed of senior volunteers who assist the El Dorado County Sheriff's Department with their responsibilities. STAR volunteers complete a 3 week course of training in law enforcement, communications, first aid, drugs, gangs and traffic control. He members range from 52 to 81 and enhance vital crime prevention services. They conduct business and home security checks, provide traffic control for accidents and special events. They function as eyes and ears for the Sheriff's Department.

ISSUES / PROGRAMS LIST

DRUG ABUSE

Issue: Drug Free Youth
Program: Public File
Date: February 21, 1999
Time: 5:30A-6:00A

Description: In California, the number of drug related deaths increased over 38% in the past four years. Almost a third of California 7th graders say marijuana and other drugs are easy to obtain, and almost a third of California's 11th graders have attended school "high" at least once. Kids whose parents actually explain the risks of drugs to them are one third as likely to start using drugs. The program emphasizes the importance of parents talking with their children about the dangers of drugs.

ISSUES / PROGRAMS LIST

HOUSING

Issue: State & Local Commercial and Residential Building
Program: Public File
Date: March 28, 1999
Time: 5:00A-5:30A

Description: The guest discussed how the local and state economy has a direct effect on the building industry. Among the current concerns in the building industry is a labor shortage. The guest believes young people need to know that construction is an honorable profession that pays well, and that training programs should be more available/accessible. When labor shortage is an issue, maintaining building quality standards becomes an issue as well. One largely untapped work force is women in construction. The guest also discussed how the building industry works with environmental concerns and anti-growth sentiments. Also mentioned the Association's "Home Aid Sacramento" which builds shelters for organizations that need additional space for people in a transitional living situation.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY

Issue: Entertainment & Education Opportunities for the Underprivileged
Program: Public File
Date: January 10, 1999
Time: 5:30A-6:00A

Description: The organization provides free entertainment, arts, education and exciting recreational and cultural opportunities to over 70,000 underprivileged people each year. The Bass Ticket Foundation serves underprivileged children, teens and adults in recovery, mentally and physically challenged children and adults, low income seniors and other people in need. The Foundation also sponsors programs to encourage at-risk kids to stay in school and to provide underprivileged children with fun and healthy opportunities to enjoy themselves.

Issue: Free Parent Conference
Program: Public File
Date: January 17, 1999
Time: 5:00A-5:30A

Description: The Families Making Connections Conference is a free annual event specifically designed with parents' interests and needs in mind. The day features 25 workshops and panels covering a wide range of parenting topics such as family time, homework hassles, positive discipline strategies, peer pressure, computers in the home, time to network with others, raising grandchildren and many more. Some of the workshops are offered in languages other than English. In addition, parents have the opportunity to meet with district board members, representatives from over 20 service providers and many local parenting organizations.

Issue: Awards for Local Heroes
Program: Public File
Date: February 7, 1999
Time: 5:00A-5:30A

Description: The awards program seeks people and programs making a difference in our community and the lives of young people. By spotlighting every day people and community programs doing heroic work in Sacramento and the surrounding areas, the awards also provide strong role models for at-risk youth. Anyone is eligible. Heroes are selected in Leadership, Community, Voices of the Heart, Knowledge, Healing, Spirit, and Heart of the People.

ISSUES / PROGRAMS LIST

YOUTH & FAMILY (Cont'd)

Issue: Special Olympics
Program: Public File
Date: February 14, 1999
Time: 5:30A-6:00A

Description: The upcoming Special Olympics World Summer Games for athletes with mental retardation will be the largest multi-sport event in the world in 1999. The guest is representing Northern California at the World Games. Special Olympics is a year around sports program for children and adults with mental retardation and/or developmental disabilities. The concept was born in the early 1960's and today there are chapters in every state in America and in more than 140 countries in the world. Volunteers serve as coaches, officials, trainers, directors and in a variety of other roles. The programs are free to all eligible athletes.

Issue: Drug Free Youth
Program: Public File
Date: February 21, 1999
Time: 5:30A-6:00A

Description: In California, the number of drug related deaths increased over 38% in the past four years. Almost a third of California 7th graders say marijuana and other drugs are easy to obtain, and almost a third of California's 11th graders have attended school "high" at least once. Kids whose parents actually explain the risks of drugs to them are one third as likely to start using drugs. The program emphasizes the importance of parents talking with their children about the dangers of drugs.

Issue: Cremation
Program: Public File
Date: February 28, 1999
Time: 5:00A-5:30A

Description: According to the Funeral Trade Commission, the funeral is the third largest single expenditure many consumers have to make, after a home and a car. The funeral industry in America is approximately a \$10 billion a year business. Currently more than 200,000 people die in California each year and about 40% are cremated for a fraction of the cost of a burial. A new state law now allows the scattering of human ashes on private or public land with the owner's permission. The state outlawed such practices in 1985, but many people were violating the law because it was more important to them to lay their loved ones to rest in a special family place.

THE PARENT'S JOURNAL

Sunday, 10:00PM-11:00PM

January 6, 1999

Language Development From 12-24 Months

Elizabeth Bates, Ph.D., director of the Center for Research in Language at the University of California at San Diego.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Mother Daughter Relationships and Keeping The Lines of Communication Open Into The Preteen and Teen Years.

Denise McGregor, author of *Mama Drama*.

The Ritual of the Bedtime Story: The Emperor's New Clothes

General Norman Schwarzkopf, spokesperson for the Starbright Foundation.

January 13, 1999

We Are Our Mother's Daughters

Cokie Roberts, Chief Congressional Analyst for ABC News and Co-Anchor of *This Week with Sam Donaldson and Cokie Roberts*, as well as author of *We Are Our Mothers' Daughters*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Plugged In Parent - What You Should Know About Your Kids and Computers

Steve Bennett, author of *The Plugged-In Parent* and *365 TV-Free Activities You Can Do With Your Child*.

Activities to Teach Life Lessons: Honesty & Integrity

Jamie C. Miller, author of *10 Minute Life Lessons for Kids*.

January 21, 1999

Toddler Temperament

Claire Kopp, Developmental Psychologist and author of *Baby Steps: The Whys of Your Child's Behavior in the First Two Years*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Understanding and Coping with Your Child's Learning Disabilities

Larry B. Silver, MD, clinical professor of psychiatry at Georgetown University Medical Center and author of *The Misunderstood Child*.

Fire and Burn Prevention In Your Home, Teaching Kids Safety

Heather Paul, Ph.D., President of the National Safe Kids Organization

January 28, 1999

Organizing Your Family & Your Life

Kathy Peel, author of *The Family Manager's Everyday Survival Guide*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Kids, Sports, Coaching, Winning & Losing - How To Help Your Kids Have A Healthy Attitude About Competition & Sports

Frank Smoll, Ph.D., Sports Psychologist at the University of Washington and co-author of *Way To Go, Coach*, and *Sports & Your Child*.

How To Find A Good Pediatrician

Heidi Murkhoff, co-author of *What To Expect When You're Expecting*, *What To Expect The First Year*, and *What To Expect... The Toddler Years*.

February 3, 1999

A Guide To Grandparenting

Kathryn & Allan Zullo, authors of *The Nana's and the Papas: A Boomer's Guide to Grandparenting*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Discipline from Birth to Age Four

Lynda Madison, Ph.D., author of *Parenting With A Purpose: Progressive Discipline from Birth to Four* and *Keep Talking: A Mother-Daughter Guide to the Pre-Teen Years*.

Telling Kids About Pregnancy & Where Babies Come From

Jennifer Davis, author of *Before You Were Born*.

February 10, 1999

A Guide To Toddlers

Vicki Lovine, author of *The Girlfriends' Guide to Pregnancy*, *The Girlfriends' Guide To Surviving the First Year of Motherhood*, and *The Girlfriends' Guide To Toddlers*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Selecting A Preschool: What Every Parent Needs To Know

Toni Bickart, co-author of *Preschool for Parents*, and *What Every Parent Needs to know about 1st, 2nd & 3rd grades: A Parent's Role In Your Child's Education*.

Welcoming A New Baby Into The Family

Lynn Bradford, Ph.D., Child & Adolescent psychologist at Eagle Creek Psychology Center in Indianapolis, Indiana.

February 17, 1999

The Tween Years: Surviving the trying times between childhood and adolescence

Donna G. Corwin, author of *The Tween Years: A Parent's Guide for Surviving Those Terrific, Turbulent, and Trying Times Between Childhood & Adolescence*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Mentors: How They Can Help Kids

Barbara Lewis, *What Do You Stand For? A Kid's Guide to Building Character, The Kid's Guide to Social Action, Kids with Courage, and The Kid's Guide to Service Projects: over 500 Service Ideas for Young People Who Want To Make A Difference*.

Making A Playdate A Success

Julie Ross, MA, author of *Now What Do I Do? A Guide To Parenting Your Elementary-aged children*.

February 24, 1999

The Growth of the Mind: How A Baby's Brain Develops and Grows

Stanley Greenspan, Ph.D., clinical professor of psychiatry and pediatrics at George Washington University Medical School and author of *Playground Politics, First Feelings, The Essential Partnership* and *The Growth Of The Mind*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Getting Everyone On Board: Setting Rules and Establishing Limits When Someone Else Cares For Your Kids

Alan Williams, Ph.D., child psychologist at Mercer University School of Medicine.

Teaching Kids How To Make Good Choices

Drew Bledsoe, Quarterback for the New England Patriots and author of a new book for children entitled *Make The Right Call*.

March 3, 1999

The Explosive Child - Understanding and Parenting Easily Frustrated Children

Ross W. Greene, Ph.D., author of *The Explosive Child*.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Nurturing Your Child's Creativity, Intelligence and Emotional Health

Marian Diamond, author of *Magic Trees Of The Mind: How To Nurture Your Child's Intelligence, Creativity and Healthy Emotions*.

Helping Kids Handle Peer Pressure

Trevor Romain, author of *Cliques, Phonies, & Other Baloney, How To Do Your Homework Without Throwing Up, and Bullies Are A Pain In The Brain*.

March 10, 1999

Family Fun: Games & Activities for Parents and Children

Joni Hilton, author of Family Fun Book.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Solo Dads: Single Fathers Raising Kids Today

Reginald F. Davis, Associate Managing Editor for Photography, Art & Graphics for the Chicago Tribune and co-author of Solo Dad Survival Guide.

Kids and Allowance

Amy Nathan, author of The Kids Allowance Book.

March 17, 1999

Language Development

Amy Faltz, speech and hearing pathologist in private practice in Oakland, California.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

What Teens Need To Succeed

Peter Benson, Ph.D., President of the Search Institute and author of What Teenagers Need To Succeed.

Foundation For Being A Good Parent

Javad Kashani, MD., author of Raising Happy Children: A Parent's Guide.

March 24, 1999

What Child Care Providers Wish Parents Knew... How To Have A Good Relationship With Your Childcare Provider.

Carla Horwitz, Director of the Calvin Hill Day Care Center at Yale University.

Parent's Notes: Real parents give us solutions that really work for everyday parenting problems.

Emotionally Intelligent Parenting: Raising Responsible, Socially Skilled Children

Maurice Elias, Ph.D., professor of psychology at Rutgers University and author of Emotionally Intelligent Parenting.

Globalstage - Teaching Kids About Theater and the Arts

Libby Pratt, President of Globalstage.

PUBLIC SERVICE ANNOUNCEMENTS

KDND, KSSJ and KSEG rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KSSJ</u>	<u>KSEG</u>	<u>KDND</u>
Sacramento AIDS Foundation	6	7	6
Food For Families	8	5	7
Greater Sacramento Urban League	6	7	4
Salvation Army	8	6	7
Placer County SPCA	4	9	5
Sacramento Blood Center	6	7	5
Center for Substance Abuse Treatment	8	4	7
Crohn's Colitis Foundation	6	8	7
Solano County Library Adult Literacy Program	6	5	9
Stanford Settlement	7	7	7
Shriner's Hospital for Children	7	6	7
American Heart Association	6	7	6
Volunteers in Victim Assistance	7	8	8
Sacramento Children's Home Guild	8	7	8
Narconon	6	8	7
American Red Cross	9	5	6
People Reaching Out	7	8	6
California Youth Crisis Line	8	5	6
United Cerebral Palsy Association	6	8	5
American Cancer Society	6	5	8
Big Brothers / Big Sisters	8	7	7
Child & Family Institute	7	8	7
Sutter Community Hospital	6	7	7
Towe Auto Museum	7	9	6

(CONTINUED ON NEXT PAGE)

	<u>KSSJ</u>	<u>KSEG</u>	<u>KDND</u>
City of Folsom	5	8	7
Mariemont Elementary School	6	8	6
Friends of the Auburn-Placer Animal Shelter	6	5	7
California State University - Sacramento	8	7	8
County & City of Sacramento Recycling	8	6	4
Independent Adoption Center	6	7	8
Sacramento Society for the Blind	6	5	7
Department of Fish & Game	8	5	8
Yolo County Red Cross	6	4	9
Sacramento County 4-H Club	6	8	7
Explorit Science Museum	7	8	7
California State Parks Foundation	7	8	7

SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Organizations whose representatives spoke this quarter included the Regional Mather Park Committee, the Sacramento Literacy Coalition, the Grant Joint Union High School District, the Building Industry Association of Superior California, the Sacramento Tree Foundation, the El Dorado County Commission on Aging, Monsour Company, "WINS" (We Insist on Natural Shapes), STAR Program, People Reaching Out, the Placer County Board of Supervisors, and the Ethel Heart Senior Center.

NEWS DEPARTMENT

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

APPEARANCES, EVENTS & FUNDRAISERS

Entercom / Sacramento continues to play an active role on the Big Brothers / Big Sisters of the Greater Sacramento Area's Board of Directors and Advisory Board. In addition, Entercom donated the use of their studio and their production director's time to record and produce Big Brothers / Big Sisters radio spots to be aired throughout the Sacramento market on all stations.

Entercom / Sacramento participated in the Groundhog Day 1999 Sacramento Regional Job Shadow Event. The program allows young people the chance to learn first hand what the world or work is like. It also shows students how the skills they learn in school are put into action in the workplace.

Entercom / Sacramento continues to be involved in the Encina High School Academy of Business Careers Media Mentoring program, where employees from the company provide at-risk teens with the tools for and insight into the areas of media communication. The goal of the program is to provide relevant, challenging training for the students so they may leave the program with entry-level employment skills.